



WXIN-TV
6910 Network Pl.
Indianapolis, IN 46278
(317) 632-5900

CONTRACT

| | | |
|--|---------------------------------------|--|
| <u>Contract / Revision</u> 379317 / | | <u>Alt Order #</u> 06274071 |
| <u>Product</u> PENCE 8/14-8/27 TV | | |
| <u>Contract Dates</u> 08/14/12 - 08/27/12 | | <u>Estimate #</u> 2593 |
| <u>Advertiser</u> Pence/Govanor | | <u>Original Date / Revision</u> 08/13/12 / 08/13/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WXIN | <u>Account Executive</u> Jim Quinn | <u>Sales Office</u> Telerep Philadel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | 59 | 08/14/12 | 08/16/12 | FOX 59 Morning News 7a-9a | 7a-9a | | :30 | | | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -TWT---- | | | | 3 | \$600.00 | | | |
| N 2 | 59 | 08/20/12 | 08/24/12 | FOX 59 Morning News 7a-9a | 7a-9a | | :30 | | | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | MT-TF-- | | | | 4 | \$600.00 | | | |
| N 3 | 59 | 08/27/12 | 08/27/12 | FOX 59 Morning News 7a-9a | 7a-9a | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | 1----- | | | | 1 | \$600.00 | | | |
| N 4 | 59 | 08/14/12 | 08/17/12 | FOX 59 News at 9a | 9a-10a | | :30 | | | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -TWTF-- | | | | 4 | \$400.00 | | | |
| N 5 | 59 | 08/20/12 | 08/24/12 | FOX 59 News at 9a | 9a-10a | | :30 | | | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | MTW-F-- | | | | 4 | \$400.00 | | | |
| N 6 | 59 | 08/27/12 | 08/27/12 | FOX 59 News at 9a | 9a-10a | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | 1----- | | | | 1 | \$400.00 | | | |
| N 7 | 59 | 08/14/12 | 08/17/12 | FOX News First at Four | 4p-5p | | :30 | | | NM | 4 | \$1,140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -TWTF-- | | | | 4 | \$285.00 | | | |
| N 8 | 59 | 08/20/12 | 08/24/12 | FOX News First at Four | 4p-5p | | :30 | | | NM | 5 | \$1,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 5 | \$285.00 | | | |
| N 9 | 59 | 08/27/12 | 08/27/12 | FOX News First at Four | 4p-5p | | :30 | | | NM | 1 | \$285.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | 1----- | | | | 1 | \$285.00 | | | |
| N 10 | 59 | 08/15/12 | 08/22/12 | FOX 59 News First at Five | 5p-6p | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --1---- | | | | 1 | \$350.00 | | | |
| Week: | | 08/20/12 | 08/26/12 | --1---- | | | | 1 | \$350.00 | | | |
| N 11 | 59 | 08/27/12 | 08/27/12 | FOX 59 News First at Five | 5p-6p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | 1----- | | | | 1 | \$350.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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| <u>Contract Dates</u> 08/14/12 - 08/27/12 | <u>Product</u> PENCE 8/14-8/27 TV | <u>Estimate #</u> 2593 |
| <u>Advertiser</u> Pance/Governor | | <u>Original Date / Revision</u> 08/13/12 / 08/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Totals Amount |
|--------|----|-------------------|-----------------|----------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------------|
| | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 12 | 59 | 08/14/12 | 08/16/12 | FOX Naws at 10pm M-F | 10p-11p | | :30 | | | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --T-T--- | | | | 2 | \$1,200.00 | | | |
| | | | | | | | | | | | | |
| N 13 | 59 | 08/20/12 | 08/22/12 | FOX News at 10pm M-F | 10p-11p | | :30 | | | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | MTW---- | | | | 3 | \$1,200.00 | | | |
| | | | | | | | | | | | | |
| N 14 | 59 | 08/27/12 | 08/27/12 | FOX Naws at 10pm M-F | 10p-11p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | 1----- | | | | 1 | \$1,200.00 | | | |
| | | | | | | | | | | | | |
| N 15 | 59 | 08/18/12 | 08/25/12 | Sa 7a-8a | 7a-8a | | :30 | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----1- | | | | 1 | \$300.00 | | | |
| Week: | | 08/20/12 | 08/26/12 | -----1- | | | | 1 | \$300.00 | | | |
| | | | | | | | | | | | | |
| N 16 | 59 | 08/19/12 | 08/26/12 | Su 8a-9a | 8a-9a | | :30 | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----1 | | | | 1 | \$400.00 | | | |
| Week: | | 08/20/12 | 08/26/12 | -----1 | | | | 1 | \$400.00 | | | |
| | | | | | | | | | | | | |
| N 17 | 59 | 08/26/12 | 08/26/12 | FOX Naws Sunday | 10a-11a | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----1 | | | | 1 | \$225.00 | | | |
| | | | | | | | | | | | | |
| N 18 | 59 | 08/18/12 | 08/25/12 | FOX Naws at 10pm Sa | 10p-1035p | | :30 | | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----1- | | | | 1 | \$600.00 | | | |
| Week: | | 08/20/12 | 08/26/12 | -----1- | | | | 1 | \$600.00 | | | |
| | | | | | | | | | | | | |
| N 19 | 59 | 08/16/12 | 08/16/12 | NFL Pre-Season | 8p-11p NFL Pre-Se | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | ---1--- | | | | 1 | \$2,500.00 | | | |
| | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 44 | \$24,825.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/26/12 | 39 | \$21,990.00 | \$18,691.50 |
| 08/27/12 - 08/27/12 | 5 | \$2,835.00 | \$2,409.75 |
| Totals | 44 | \$24,825.00 | \$21,101.25 |

Signature: _____ Date: _____

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